

Change a Light, Change the World **Draft Key Findings, Fall 2001 Campaign**

Change a Light, Change the World was the first in a series of planned national ENERGY STAR promotions aimed at increasing consumer familiarity with and loyalty to ENERGY STAR qualifying products and related energy-saving best practices. National promotions are designed to leverage and increase partner promotions of ENERGY STAR and to increase consumer awareness, usage, and loyalty to ENERGY STAR with the long term objective of increasing market share of ENERGY STAR qualifying products and ultimately, reducing air pollution associated with unnecessary energy use. To determine the efficacy of the *Change a Light, Change the World* promotion in supporting national objectives and to inform future national promotions, an evaluation of the promotion was undertaken. The following is a summary of findings.

Background and Objectives

Change a Light, Change the World 2001 was a two-month, nationwide promotion focusing on ENERGY STAR-qualifying lighting products. The first comprehensive national lighting promotion by the ENERGY STAR program, *Change a Light* was launched October 1, 2001—coincident with National Energy Awareness Month and Daylight Savings Time—and was scheduled to run through November 30, 2001. The campaign involved simultaneous promotions by ENERGY STAR partners including manufacturers, retailers, utilities, and associations—all with the call to action for consumers to: “Make your next light an ENERGY STAR.” Elements of the promotion included:

- *Marketing Templates:* Creative templates including point-of-purchase material; a lighting brochure; circular, print ad, bill stuffer, web banner/button templates; and radio ad copy.
- *Public relations:* Three public relations launch events, media outreach to the top 20 markets, b-roll to TV stations, a radio news advisory, and a print/Internet news release. Events were originally scheduled to begin October 1, 2001. However, in the wake of September 11th, outreach activities were delayed and adaptive measures were undertaken. One adaptive tactic was to produce b-roll video footage of each launch event to send to TV stations unable to attend; another was to change the nature of the events to have a more philanthropic focus.
- *Partner Sweepstakes:* A *Change a Light* Sweepstakes sponsored by the Midwest Energy Efficiency Alliance. ENERGY STAR qualifying products were donated by manufacturing partners as prizes.
- *Web Site:* A dedicated web site, ChangeALight.com (energystar.gov/changealight).
- *Retailer Outreach:* National outreach to retailers including Lowe’s, Home Depot, Wal-Mart, Sam’s Club, and Costco, as well as regional outreach to independent retailers.
- *Partner Matching:* Relationship facilitation between manufacturers and utilities to enable complementary promotions.

- *Regional Promotions* by Regional Energy Efficiency Program Sponsors (REPS) in California, the Pacific Northwest, Wisconsin, other parts of the Midwest, New England, New York, New Jersey, and Texas. Some REPS provided incentives.
- *Hotline Support:* The ENERGY STAR hotline staff were trained to answer consumers questions about the promotion. However, the hotline's toll free number was not advertised as part of the promotion.

The objectives of the *Change a Light* promotion were to:

- Demonstrate the value of, and garner enthusiasm for, coordinating promotion of ENERGY STAR-labeled lighting products by ENERGY STAR partners (e.g., manufacturers, retailers, utilities, and other regional organizations.)
- Reduce barriers to first-time trial of ENERGY STAR-labeled lighting products and increase consumer familiarity with ENERGY STAR for lighting and other product categories.
- Create national consistency in messaging for ENERGY STAR lighting promotions tying into the theme of ENERGY STAR's national campaign: *Change*.

The major findings of the evaluation are outlined below.

Partner Participation

The promotion relied on the cooperation and support of utilities, regional market transformation organizations, retailers, and manufacturers.

- Over one hundred Regional Energy Efficiency Program Sponsors (REPS [e.g., utilities, state agencies and other organizations]) from the Northeast, Midwest, South, Pacific Northwest, and California participated in the *Change a Light* promotion. For some utilities in Minnesota, Kentucky, California, and Texas, this was the first time they had participated in any ENERGY STAR lighting promotion.
- Nationwide, hundreds of retailers participated in the *Change a Light* promotion including national chains such as Lowe's, The Home Depot, and Sam's Club and regional chains such as Menards, Ace Hardware, and True Value. Many of these retailers had not participated in any ENERGY STAR-related promotions prior to 2001.
- Twenty-five ENERGY STAR fixture and bulb manufacturers participated in the promotion, offering customer rebates, cooperative promotions with other partners, and advertising.

Participation snapshot:

More than 100 Regional Energy Efficiency Program Sponsors

Hundreds of retailers

Twenty-five fixture and bulb manufacturing partners

- Most REPS utilized the *Change a Light* promotion to augment existing lighting programs by:
 - developing stronger working relationships with retailers;
 - enlisting internal (company) commitment to continued support for lighting programs;
 - reviving programs that had been running since earlier in the year;
 - aligning the local program with a national initiative and promotional period; or
 - organizing a special event, such as a torchiere turn-in.

While officially the *Change a Light* promotion ended November 30, many retail partners continued to display *Change a Light* promotional material and honor consumer rebates through the end of 2001 and beyond.

Partner Satisfaction

Preliminary feedback from participating partners about the promotion is quite positive. In particular, they offer praise for the way in which the 2001 *Change a Light* promotion was organized and executed.

- Utility/regional partners say a primary benefit of the *Change a Light* promotion is that it provides a national platform that supports and adds credibility to their local lighting programs, which is key to building and maintaining relationships with retailers and manufacturers. Most Utility/regional partners intend to participate in the promotion again and incorporate *Change a Light* in their budgets and schedules for 2002.
- There was basic agreement among retailers and manufacturers on the importance and desirability of national promotions for lighting. However, there was a wider range of opinions on the design and execution of the 2001 promotion from tepid to very enthusiastic.
- In general, larger manufacturing partners were better positioned to take an active role in the promotion, due to dedicated staff. Smaller partners were more likely to use the template materials due to lack of in-house design options.
- Timing issues were frequently mentioned, especially among smaller partners and partners that joined late, and were cited as the sole reason why some partners were relatively inactive. Partners indicated that their planning cycles required them to have a clear outline of the promotion six months in advance and materials three months in advance of the promotion.

Satisfaction highlights:

Most utilities and other REPS intend to participate in *Change A Light, Change the World 2002*.

Many have already incorporated the promotion in their budget.

Overall manufacturers indicated a high level of satisfaction with product shipment levels during the promotion.

- Several manufacturers indicated that the level of support from retail partners did not meet their expectations. This may represent fallout from the events of September 11, or it may reflect uneven geographic participation by retailers.
- National retail partners indicated a strong desire to see a higher level of national organization in ENERGY STAR promotions including rebates/incentives.
- Retailers indicated that their degree of participation was based on decentralized decision-making at the regional or even the store level.
- Retail display checks of lighting products and use of signage and point-of-purchase materials were conducted once before the *Change a Light* promotion, and once in the height of the promotion, at three national retailers in the Boston and Portland metropolitan areas. Follow-up display checks in the Boston area at two of the three national retailers showed *Change A Light* signage that was not present in the initial display check.
- Generally speaking, manufacturers indicated a high level of satisfaction with shipment levels during the period of the promotion. Most manufacturers and retailers would not provide specific details of shipment data that might be attributable to the promotion.

Consumer Exposure to Messaging

Consumers were exposed to messaging about ENERGY STAR Lighting via partner-sponsored educational outreach and rebates, direct advertising by participants, and national and local public relations activities that generated educational messages via TV, radio, and print media.

Regional Program Sponsor Education and Incentives

Promotional and public relations materials and tools such as press releases, the web site, and sweepstakes were used by partners to draw consumer attention to ENERGY STAR lighting products. Lighting product rebates to reduce barriers to first time trial of ENERGY STAR lighting products ranged from \$1-\$10 per CFL, \$6-\$15 per fixture (indoor & outdoor), \$10-\$20 per torchiere, with \$10-\$35 for torchiere turn-ins.

Direct Advertising

The *Change a Light* promotion provided partners with a suite of advertising materials and encouraged partners to use them in their original form or to incorporate elements of the creative in their own advertisements.

Advertising snapshot:

36 partners placed 116 ads with a circulation 9 million people in 12 states.

- From the end of September through December 2001, 36 companies, including utility/regional partners, retail partners, and a manufacturer partner placed a total of 116 print ads. The bulk of the ads were placed during October (53%) and November (46%). Three companies— Massachusetts Electric (27 ads), True Value (25 ads), and Ace Hardware (14 ads)—sponsored over half (56%) of all ads during the promotion. These

sponsors placed ads independently and in cooperation with other entities. The majority of ads were placed in publications in Massachusetts, Wisconsin, Vermont, and Minnesota; others were in California, Connecticut, New York, New Hampshire, Oregon, Washington, Missouri, and New Jersey. The ads reached a total circulation of 8,989,718.

Media Coverage

The public relations efforts surrounding the *Change a Light* promotion were more modest than originally planned because of the events of September 11 and their dominance of the media.

Public relations efforts included:

- Three official regional launch events: Hartford, Milwaukee and Portland, with an additional launch event in Raleigh, NC, for which the promotion provided a B-roll video news release. The event in Milwaukee was covered by one initial television news report and two follow-up reports, with an estimated total audience of 111,000. The Portland launch was covered by one broadcast TV station and a regional cable news network, with potential audiences of 145,000 and one million people, respectively.
- An appearance by EPA Administrator Christine Todd Whitman on *The Today Show* to launch ENERGY STAR Awareness Month. The Administrator introduced the first in a series of Public Service Announcements and discussed five recommendations for consumers to save money and energy, and help protect the environment with “ENERGY STAR” directing viewers to visit www.energystar.gov. One recommendation urged consumers to “Change a light. Replace your five most frequently used light bulbs with products that have earned the ENERGY STAR.” The interview had an estimated audience of over 5 million viewers.
- A news release for print/Internet. Eleven print stories about the promotion reached an estimated circulation of 111,980. The story was mostly picked up by small publications in Minnesota, the Pacific Northwest, and Massachusetts. Many Internet sites posted information about the *Change a Light* promotion. These sites include those hosted by participating partners, state energy offices, energy-related sites, and news organizations. The majority of these sites provided links to ChangeALight.com; a few provided a link to energystar.gov instead.

Media snapshot:

TV:

On the *Today Show*, EPA Administrator, Christine Todd Whitman urged consumers to “Change A Light” to ENERGY STAR.

In Milwaukee, 3 TV reports aired.

In Portland, one local TV report aired and the story was picked up by a regional cable network.

Potential audience reach from TV broadcasts: 11 million viewers.

Print:

11 print stories with an estimated circulation of 112,000.

Radio:

Estimated 609 broadcasts to 4.9 million listeners.

- Press releases from partners including two retailers (Wal-Mart and Sam's Club), four regional organizations (NYSERDA, Midwest Energy Efficiency Alliance, Northwest Energy Efficiency Alliance, and Northeast Energy Efficiency Partnerships), and nine utilities/power authorities/regulators.
- A radio news release was distributed to both large and small media markets nationwide and generated an estimated 609 broadcasts to an estimated 4,911,410 listeners. Text and streamlined audio of the radio news release were also viewed by an estimated 400,000 Internet users via AOL's Digital City's news channels. In total, an estimated 5,311,410 consumers heard the broadcasts. The ad rate equivalent of the broadcast time is \$21,315.

Consumer Response to Promotion

Consumers demonstrated direct response or interest in the campaign by visiting the website, calling the ENERGY STAR toll-free hotline, entering the *Change A Light* Sweepstakes in stores or online, or by purchasing an ENERGY STAR-qualifying lighting product or applying for a rebate.

Web Site Activity

The *Change a Light* promotion materials, as well as materials produced by partners, directed consumers to the ChangeALight.com web site, where there was more information about energy-efficient lighting. Because of the inadvertent loss of web activity log files, there is an incomplete picture of web site activity.

- Based on available data from September 17 through November 30, an estimated 11,046 visitors went to the site. This represents 2 percent of total visitors to the ENERGY STAR web site during two months when overall activity on energystar.gov was decreasing. While most visitors spent less than one minute on the site, this is not surprising. Lighting products are fairly inexpensive and more frequently purchased than other ENERGY STAR labeled-products such as appliances or furnaces. Therefore, consumers do not typically conduct research for lighting purchases in the same way. Exposure repetitions are important for differentiating ENERGY STAR-labeled lighting products from other lighting products, and the information on the web site is one more vehicle to so.

Sweepstakes Activity

The Midwest Energy Efficiency Alliance (MEEA) hosted a *Change a Light* sweepstakes in order to drive consumers to learn more about ENERGY STAR-qualifying lighting products.

- A total of 30,454 visits were logged to the MEEA sweepstakes web site. However, of the 15,094 sweepstakes entries, seven out of 10 (10,348 total) were completed on-line; 4,746 paper entries were received by mail-in or from collection boxes placed by partners at retailers nationwide. Hence nearly three times as many entered the site as entered the sweepstakes, indicating some lack of interest, although the total number of visits may represent some repeat visitors, understating the overall level of interest. Over 25% of visitors to the site were referred by on-line sweepstakes clearinghouse sites. At a

minimum, however, they were exposed to the ENERGY STAR logo and to energy-efficient lighting. This exposure serves as one more outlet for consumer education.

- Most Utility/regional partners participated in the sweepstakes by offering an on-line link or indirectly through their web sites to the ChangeALight.com site. Fewer utility/regional partners provided retailers with sweepstakes receipt boxes. The participating utility/regional partners report that the sweepstakes was a good tool for drawing consumers to ENERGY STAR displays at retailers indicating that retailers such as ACE Hardware and True Value commonly use sweepstakes as promotional tools, so were amenable to accepting the sweepstakes boxes in their stores. At least two utility/regional partners (SMUD and NEEA) expressed interest in having guaranteed local winners in future sweepstakes for local promotional purposes, and closer possible tie-ins with local retailers.
- Among partners that declined to participate in the sweepstakes, BPA explained that they were already participating in another sweepstakes, and PG&E said limited resources prevented them from promoting the sweepstakes. There was concern expressed by at least one utility/regional partner that the legal and procedural hassle associated with coordinating a sweepstakes is not worth the effort.

Hotline Activity

The ENERGY STAR program maintains a telephone Hotline (1-888-STAR-YES) set up to receive customer inquiries about the program and qualifying products. Hotline inquiries are also accepted via email, fax, voice mail, and letters. However, with the exception of a news release about the promotion, the Hotline number was not included on *Change a Light, Change the World* promotional materials. Accordingly, call volume to the Hotline attributable to the promotion was light, averaging 13 inquiries per week.

Purchasing & Rebate Activity

Tracking and attributing CFL and fixture sales were beyond the scope of this evaluation, however, anecdotal evidence of significant increases in sales associated with *Change a Light* are as follows:

- Sales of lighting products increased as much as 140% in 17 Home Depots in Connecticut during promotion events.
- Pacific Gas & Electric paid \$4.3 million to retailers from October 1 through November 30 for customer incentives on sales of lighting products.
- Austin Energy, a first-time participant in any ENERGY STAR lighting program, utilized a \$60,000 budget to provide consumers with instant rebates.
- Individual Sam's Clubs stores in New York reported sales of 40 to 260 additional bulb multi-packs during weekend *Change a Light* events in October. (Sales during non-event weekends averaged 10 – 15 multi-packs.)

<p>One CFL manufacturer reported a nearly 300% increase in sales during the September-December period in 2001 compared to the same period in 2000.</p>
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- A one-day torchiere turn-in event in Sacramento Municipal Utility District (SMUD) territory resulted in the removal of 1,200 inefficient, potentially hazardous torchieres and the purchase of 1,000 ENERGY STAR-qualifying torchieres.
- One CFL manufacturer (which asked not to be identified) reported a nearly 300% increase in sales during the September-December period in 2001 compared to the same period in 2000.

Consistent ENERGY STAR Messaging

Nationwide, over one hundred utilities worked with 25 fixture and bulb manufacturers and hundreds of retailers to promote ENERGY STAR-qualifying lighting products to consumers through the *Change a Light* promotion. A suite of advertising materials designed for the *Change a Light* promotion was available for partners to use. Partners used these creative materials in their original forms and in part to produce their own ads and in-store point of purchase materials for their local *Change a Light* promotions.

- Thirty-six companies, including utility/regional partners, retail partners, and a manufacturer partner placed a total of 116 print ads. A *Change A Light* template was used by two organizations—New York Energy Smart (in full) and Massachusetts Electric (in part)—in at least 10 ads. The other ads were custom designs, although 97% of them incorporated the *Change a Light* logo.
- Lighting product rebates were common to all partner *Change a Light* promotions and served to reduce the price barrier to the purchase of ENERGY STAR lighting products and increase consumer awareness of the products. Amounts of the rebates varied according to funding availability and local market conditions.
- Many Internet sites posted information about the *Change a Light* promotion. These sites include those hosted by participating partners, state energy offices, energy-related sites, and news organizations. Many of the sites posted the promotion news release either in part or in full. Others provided announcements about *Change a Light* that included key promotion messages. The majority of these sites provided links to ChangeALight.com; a few provided a link to energystar.gov instead. Several also listed the toll-free Hotline number.

97% of advertisements incorporated the <i>Change A Light</i> logo

Recommendations

The three main objectives of the *Change a Light* promotion—to create consistent ENERGY STAR messaging in the marketplace, to build consumer awareness for ENERGY STAR lighting products and to encourage partners to promote ENERGY STAR labeled lighting products—were met. Based on the findings outlined in this report and participant feedback, the following recommendations are provided for consideration in future *Change a Light*, *Change the World*, and other national, promotions.

Overall Strategy

- *Repeat the promotion.* The *Change a Light, Change the World* promotion is worth repeating in future years based on a high level of support from key partners and stated intentions to participate again, widely reported success stories, and the likelihood that promotions repeated over several years could increase consumer recognition of ENERGY STAR-labeled lighting products.
- *Target locally, leverage nationally.* The promotion provides a template for activities and events that are largely executed on a local or regional level. The greatest activity occurs where utility and regional partners are involved; even national retailers are more involved in regions where they get utility support. Therefore, continued support for the most active local and regional partners remains crucial; targeting the most active markets, in fact, is advisable, since complete market transformation has yet to occur even in these areas. However, it may be possible to expand the promotion to areas without active partners by working with national retailers to customize materials consistent with their own unique specifications. (See “Partner Relations” below.)
- *Complement the key messages of the “Change” campaign.* The link of *Change a Light, Change the World* with the broader *Change* campaign is already implicit in the name of the promotion. “Change the World” is the name of the *Change* campaign theme song. By making the link explicit, *Change a Light, Change the World* could leverage the momentum that *Change* is likely to gain over the next year or two. For example, including key messages from the *Change* campaign in the press release for *Change a Light, Change the World* is one approach. Another idea is to reassess the rotation strategy of the *Change* lighting television spot to coincide with the *Change a Light, Change the World* promotion.
- *Maintain promotional flexibility.* The most active partners implemented the promotion in different ways. Partners view this flexibility as a major strength of the promotion. The promotion should continue to allow for regional differences in lighting program philosophy, market forces, and consumer awareness. Flexibility will allow all types of partners to participate and customize the promotion to fit existing lighting programs.
- *Make the promotion predictable.* An annual *Change a Light, Change the World* promotion cannot be created in one year. By making the promotion predictable—always during the fall to coincide with the switch from Daylight Savings Time—consumers and partners will learn to identify with the promotion and its slogan. Moreover, crafting consistent promotional components will help partners know what to expect from EPA and what their own roles should be.
- *Consider the reach and frequency of the Change A Light message to consumers during the promotion.* How many consumers are exposed to the promotion? And how many times are they exposed to it? Repeated exposure to elements of the promotion from different sources may help consumers to become more familiar with and perhaps more likely to buy ENERGY STAR-qualifying lighting products. Market transformation will occur only when consumers are educated about the products and able to change their buying patterns.

Partner Relations

- *Allow for a six-month planning cycle for partners.* This will allow utility partners time for “selling” the promotion internally. It will also allow them to properly allocate program budgets and integrate the promotion into their general lighting programs. The six-month planning horizon is also necessary for utility partners to recruit and inform retailers about promotion details.
- *Assist partners in creating more media activity in target markets.* Partners have the best intelligence about the media environment in their regions. The promotion needs to empower partners to work the local media outlets and generate interest in the promotion.
- *Continue to provide point-of-purchase (POP) creative to partners such as lower cost, two-color options.* Partners work with limited budgets. They will not produce unique creative for *Change a Light* on their own. The flexible menu of POP allows them to pick and choose materials they can use and to integrate them into their general lighting programs. Consider adding creative with long shelf life—e.g., a CFL equivalency chart, POP that focuses on features/benefits of CFLs, and black and white or two-color versions of the creative.
- *Address product labeling needs at major retailers.* Ensure that POP sizing requirements are met in the templates. Consider exclusivity needs of major retailers for unique signage—e.g., have a customized “Home Depot Template” that will fit their corporate labeling criteria, another for Lowe’s, another for True Value, etc. This may make it easier for national retailers to participate in the promotion in areas where they are not getting utility support, thereby expanding the promotion to new areas.
- *Develop a “bottom up” strategy of deploying field staff at the store level to complement the current “top down” regional or national strategy.* This will help to keep the focus on the consumer experience at retailers. Retailers in active regions created more prominent displays of the ENERGY STAR label. Furthermore, stores actively maintained and staffed by utility/regional partners increased consumer exposure to ENERGY STAR products, which translated to more sales during the promotion.
- *Develop marketing strategies that focus on product placement.* Educate partners with strategies for product placement at retailers. Focus on the power of end cap displays, product grouping on shelves, POP placement, etc. Simplify and energize the lighting shopping experience for consumers. Perhaps design and deploy a simple *Change a Light* display with signage and POP for stores to implement.
- *Clarify partner roles early in the planning cycle.* By providing early guidance on the level and type of support needed for a successful promotion, champions are better positioned to sell the promotion within their organizations.

Product Identification

- *Improve the accuracy of qualified products lists.* During the course of the retailer evaluation there were many variations in the model number syntax between what is on the ENERGY STAR-qualified lighting product list and what is on the product or retailer tag

in stores. Additional characters and wild card characters (such as an “X”, “*” or “?”) are often used, but in an inconsistent manner. Without a consistent use of characters, matching qualified products electronically is not possible. Proper determination is difficult even with manual examination. Numerous differences are found between the syntax and wording on the qualified list and the products in the stores. Because many retailers make slight changes to model numbers, one cannot assume that a product is qualified without either knowledge of the product or model number conventions for individual manufacturers. This is a major obstacle for consumers wanting to buy ENERGY STAR-qualified lighting products and retailer ability to feature these products.

Public Relations

- *Use the B-Roll video news release (VNR) for promotional stories with a longer shelf life.* Any B-Rolls to be developed for future promotions should have a longer shelf life (at least one to three months) so that the media can use them when they have slots to fill. Traditional distribution outlets should be utilized in delivering B-roll video to the media.
- *Expand on the radio news release (RNR).* The RNR was played on 609 broadcasts at 525 stations creating 5,311,410 media impressions. While the equivalent in paid advertising would be worth \$21,315, and the production and distribution of it may have cost slightly less (approximately \$18,000), it is important that consumers get the message as often and through as many different types of media as possible.
- *Target news coverage and editorial outreach to specific markets.* Given the competition for news coverage, efforts at getting print coverage should be targeted toward local daily or weekly papers rather than larger daily papers.
- *Try limited launch events once again and reevaluate them.* Launch events did not generate a lot of coverage in 2001, which may be attributed on the events of September 11. Because *Change a Light* has a short promotion period, launch events could be useful, especially in targeted markets.

Advertising Activity

- *Continue to encourage advertising by utility, retail, and manufacturer partners,* which may have drawn the most attention to the promotion.
- *Reassess the rotation strategy of the Change lighting TV spot to coincide with the Change a Light, Change the World promotion.*

Website Activity

- *Maintain a Change A Light presence on the ENERGY STAR web site during the promotion.* The number of links to ChangeALight.com from utilities, retailers, state energy offices, energy-related sites, and news organizations for the short time period of the promotion is an indicator that it is recognized as a useful marketing tool. The web site drew a respectable number of visitors, and provides one more avenue for repetitive exposure to ENERGY STAR-labeled lighting products. However, the effort of maintaining a separate

landing site for the promotion may be more effort than it is worth. Consider allocating a prominent link to *Change a Light* information on the main EnergyStar.gov site for the duration of the promotion. This will also better integrate the promotion with the overall ENERGY STAR *Change* campaign message.

Sweepstakes Activity

- *Reconsider sweepstakes strategies. Encourage more use of local prizes and sweepstakes boxes in lighting display areas at retailers.* Seven out of ten sweepstakes entries were submitted on-line, which provides the consumer with some exposure to energy-efficient lighting, but does not provide as much exposure as entry forms placed next to the products in the stores themselves. The electronic template for the creation of a paper tear pad of entry forms does not appear to be a viable way of distributing physical entry forms. Central printing of pads may aid this process. Exposure is a small step in consumer education, which is one of the primary goals of the *Change a Light* promotion. Ensuring local winners gives partners one more public relations opportunity.

Hotline Activity

- *Consider including the Hotline telephone number in promotional materials.* The lack of publicity for the Hotline in 2001 meant that its usefulness in the promotion could not be meaningfully evaluated. However, for the months of November and December, a time series analysis of Hotline inquiries about ENERGY STAR-labeled lighting indicated a definite increase in volume in 2001 over 2000. This provides some indication that consumers consider the hotline an accessible resource for obtaining information on energy efficient lighting.

Table R-1: Recommendations for Future Promotions

National <i>Change</i> campaign	Leverage campaign and complement key messages
Active utilities and regional partners	Target efforts at most active areas
National retailers	Provide customized POP fitting each retailer's needs
Timing	Always in the fall to be predictable and to coincide with the end of Daylight Savings Time
Flexibility	Have flexible menu of POP and other promotional elements; add design options that are less costly to reproduce
Planning cycle	Make sure partners are aware of the promotion six months in advance so they can plan for it
Local earned media coverage	Encourage utilities and regional partners to work the local media for coverage
Product identification	Improve the accuracy of qualified products lists
B-Roll video news release	Use B-Roll to promote stories with a longer shelf life
Radio news release	Try to expand use
Advertising	Reassess rotation strategy of the <i>Change</i> lighting PSA; encourage continued local advertising by utility, manufacturer, and retailer partners
Web site	Maintain a <i>Change a Light</i> presence on the ENERGY STAR web site during the promotion.
Sweepstakes	Encourage more use of local prizes and sweepstakes boxes in lighting display areas at retailers
Hotline	Include the Hotline telephone number in promotional materials